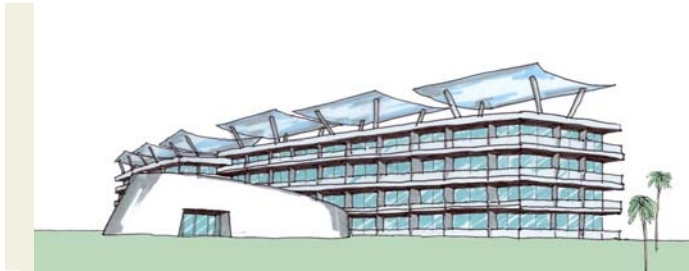


NASA Kennedy Space Center Visitor's Center Area

CLIENT:
NASA Kennedy Space Center

LOCATION:
Kennedy Space Center, Florida



SERVICE AREAS:
Strategic Planning
Market Analysis
Visitor Attraction

Real Estate Research Consultants (RERC) was an integral part of the planning team that created an area development plan for the visitor's center complex and vicinity at Kennedy Space Center. Working with NASA, RERC identified and tested the market supportability of potential development opportunities including new attractions, lodging, meeting facilities, and expanded services that might be added to complement the existing development which currently hosts millions of tourists annually.

RERC's work included profiling themed attractions and associated operations to project future attendance to the Visitor's Center based on attraction additions over time. RERC also conducted fieldwork to collect primary hotel performance data for properties in the relevant submarkets and a meeting facility demand analysis was performed for the project as well.

RERC further consulted on the physical planning implications of the various market opportunities and on the implementation instruments available for each. RERC staff made significant contributions with regard to the Space Center's real estate needs and long-term strategy for asset management.

Other Related or Similar Projects and Studies

- IntraWest Village of Imagine, Orlando, FL
- Orlando International Airport Hotel Analysis, Orlando, FL
- Kessler Hotel, St. Petersburg, FL
- Solar Universe Observation Tower, Miami, FL